

CITY OF HAYWARD AGENDA REPORT

Meeting Date 9/25/03
Agenda Item 3

TO: Planning Commission

FROM: Richard Patenaude, Principal Planner

SUBJECT: Site Plan Review No. PL-2003-0503 – Hayward Commons Building – Mullen, Morris & Alexander (Applicant) / Kimes & Morris (Owner) – Renovation of a Retail Building

The Project is Located at 22380 Foothill Boulevard Between Russell Way and San Lorenzo Creek.

RECOMMENDATION:

Staff recommends that the Planning Commission 1) find that the project is Categorically Exempt from CEQA pursuant to Section 15301 of the Guidelines, *Existing Facilities*, and 2) approve the Site Plan Review application subject to the attached findings and conditions of approval.

DISCUSSION:

The building was constructed during the late 1950s as part of the Hayward "Strip" shopping area. It is of the typical unadorned "modern" architectural style of its period. The northerly portion, originally occupied by J. Magnin, has been changed little while the southerly portion, containing multiple storefronts, has been remodeled. The building contains 41,480 square feet on two levels (ground floor and basement). The owner plans for three major tenant spaces: the southerly quarter is occupied by Aquarium Concepts, the middle quarter by a beauty salon, and the northerly half is vacant but was most recently occupied by a furniture store; an application for a use permit for a nightclub/restaurant is being processed for this third space. The property contains no on-site parking; however, the owner leases an adjacent property to the east, owned by the Redevelopment Agency, on which he has developed a 45-space parking lot. The building will be renovated to enhance retail opportunities for existing and future tenants.

Site and Building Improvements

The project includes renovation of primarily the west façade (Foothill Boulevard) with limited improvements to the north, east and south (Russell Way) façades. The architectural improvements incorporate classical detailing that lend themselves to the horizontal lines of the structure. The addition of new columns at the traditional storefront divisions along the Foothill elevation is accompanied by an entablature (cornice, frieze and architrave in combination) along the top of the building. Bulkheads would be added, where necessary, to raise the bottom of the storefront glass

to a consistent level. A combination of fabric awnings and metal screens would be added to the storefronts. One storefront section in the Foothill Boulevard façade has been selected as a focal point by raising it 2½ feet above the primary roofline and extending the façade 15 inches forward; another, while not raised extends forward 6 inches.

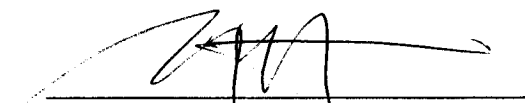
The rear façade faces the new parking lot. An entablature would be added along the top of the building, and classical entry elements would be added to highlight the rear accesses to tenant spaces. A pass-thru access through the building between Foothill Boulevard and the parking lot serves only the building service functions. The northerly and southerly ends would generally remain untouched except for three windows, with sills and lintels, that would be added to the northerly end, giving visual access to San Lorenzo Creek. The cornice would be wrapped around from the front to add detail to the first bricked side section.

The applicant proposes a warm color palette, complementing the natural brick color on the building ends. Wall sections would use three colors ranging from light beige to a dark brown; the columns and the entablatures would use two lighter cream colors. Accent colors on the awnings would draw customers to business entries. A condition of approval requires that the colors be field checked and adjusted as necessary because of the size of the building and the need to complement the brick.

The applicant proposes that the primary business identification signs would be of individual letters, but that the style be of a custom design chosen by the individual tenant. The signs would be installed on the wall sections above the storefronts and would not extend across any columns; the length of each sign would not be more than ¾ the length of the storefront section between piers. Letters would not exceed 14 inches in height, except for first letter capitals allowed at 16 inches. The use of logos and graphics would be encouraged.

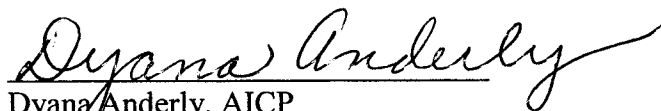
The CCCCIC (with one member absent) reviewed the proposal on July 28, 2003. One member encouraged the applicant to change the look of the building in providing an acceptable design and stressed the importance of providing attractive rear entrances to serve customers who park in the rear lot. Another stated that the applicant is on the right track. Since the meeting, the applicant has made subtle design features to add interest and a greater sense of richness. The architect has chosen to highlight a second building section to provide a repetitive element and additional interest. Additionally, the curved architectural element at the street corner has been altered to highlight it as a landmark element at the intersection. The applicant has changed the color palette from cool to warm colors. Enhancements would be added to the easterly (rear) façade by providing additional, and consistent, doorway features to mark business entries from the parking lot.

Prepared by:



Richard E. Patenaude, AICP
Principal Planner

Recommended by:



Dyana Anderly, AICP
Planning Manager

Attachments:

- A. Findings for Approval
- B. Conditions of Approval
- C. Photographs
Plans and Elevations

FINDINGS FOR APPROVAL
PL-2003-0503 SPR
22380 Foothill Boulevard
Mullen, Morris & Alexander (Applicant) / Kimes & Morris (Owner)
Renovation of a Retail Building

Based on the staff report and the public hearing record:

1. No significant or potentially significant impacts are expected as a result of the project and the project is considered a Class 1 Categorical Exemption (Existing Facilities), per the California Environmental Quality Act;
2. The modifications to the building are compatible with other development in the Downtown area. The architectural style will be a desired feature in the area, compatible with the varying styles of different time periods;
3. The modifications to the building and recommended conditions of approval take into consideration physical and environmental constraints;
4. The modifications to the building comply with the intent of City development policies and regulations for the Central City – Commercial Subdistrict and the General Plan; and
5. The modifications to the building will be implemented in a manner determined to be acceptable and compatible with surrounding development in the area.

CONDITIONS OF APPROVAL
PL-2003-0503 SPR
22380 Foothill Boulevard
Mullen, Morris & Alexander (Applicant) / Kimes & Morris (Owner)
Renovation of a Retail Building

Planning Division

1. PL-2003-0503 SPR to accommodate remodeling of a multi-tenant commercial center shall be constructed according to these conditions of approval and the plans approved by the Planning Commission on September 25, 2003.
2. This approval is void one year after the effective date of approval unless prior to that time an extension is approved. Any modification to this permit shall require review and approval by the Planning Director. A request for a one-year extension-of-time, approval of which is not guaranteed, must be submitted to the Planning Division at least 30 days prior September 25, 2004.
3. If a building permit is issued for construction of improvements authorized by the site plan review approval, the site plan review approval shall be void two years after issuance of the building permit, or three years after approval of the application, whichever is later, unless the construction authorized by the building permit has been substantially completed or substantial sums have been expended in reliance upon the site plan review approval.
4. Unless otherwise required, all pertinent conditions of approval and all improvements shall be completed to the satisfaction of the Planning Director prior to final inspection and occupancy of any structures.
5. The permittee shall assume the defense of and shall pay on behalf of and hold harmless the City, its officers, employees, volunteers and agents from and against any or all loss, liability, expense, claim costs, suits and damages of every kind, nature and description directly or indirectly arising from the performance and action of this permit.
6. Violation of these conditions is cause for revocation of permit, after a public hearing before the duly authorized review body.
7. No outside storage of material, crates, boxes, etc. shall be permitted anywhere on site.
8. No vending machines shall be displayed outside the building, except for newspaper racks.
9. The applicant, owner(s) and/or tenants shall maintain in good repair all building exteriors, walls, lighting, trash enclosure, drainage facilities, driveways and parking areas. The premises shall be kept clean. Any graffiti painted on the property shall be painted out or removed within seven days of occurrence.
10. Any public telephone(s) shall be located within the interior of the building, unless otherwise authorized by the Planning Director. Any public telephone allowed to be installed on the

exterior of the building shall be limited to out-going calls only and shall be located near the store entry.

11. The pass-thru corridor between Foothill Boulevard and the rear parking lot shall be secured such that it is not available for use by the general public. The corridor shall be used for building service functions only.

Design

12. Prior to application of building colors, representative areas shall be painted for review and approval by the Planning Director. The approved color palette may be adjusted by the Planning Director for compatibility with each other and the natural color of the brick on the ends of the building.
13. All roof mechanical equipment and any satellite dish shall be fully screened from ground-level view within 150 feet of the property.
14. Prior to occupancy and the installation of any signs, the applicant(s) shall submit appropriate sign permit applications to the Planning Director for review and approval, subject to the following:
 - a. compliance with the City of Hayward Sign Regulations;
 - b. primary signs shall be wall signs using individual channel letters;
 - c. primary signs shall be installed on the wall sections above the storefronts and shall not extend across any columns;
 - d. the length of each sign shall not exceed more than $\frac{2}{3}$ the length of the storefront between columns; and
 - e. letters shall not exceed 14 inches in height, except for first letter capitals allowed at 16 inches.
15. Exterior lighting for the establishment shall be maintained which is adequate for the illumination and protection of the premises but does not exceed a light level that provides glare to motorists, nor spills onto nearby properties, or up into the sky. The fixtures shall be designed to keep the light from spilling onto adjacent properties.
16. Tenant improvements may not affect the exterior of the building without the prior approval of the Planning Director.
17. The building permit application shall include a landscape plan indicating the location and type of street trees along Foothill Boulevard. Such plan is subject to approval by the City Landscape Architect and shall be compatible with the City's street tree program for Foothill Boulevard.

Public Safety

18. If any asbestos is found during demolition, the applicant, as well as the demolition contractor, is required to obtain a Fire Department permit for asbestos removal.

Solid Waste

19. The owner(s) and/or tenants shall participate in the City's recycling program. The applicant shall clearly indicate the proposed location and dimensions of each enclosure, indicating whether the trash and recyclables will be compacted. The applicant must also indicate the number and type of refuse and recycling containers that will be used. The space and available capacity provided for the storage of trash must be the same size as that provided for recyclables. The procedure that must be followed regarding sorting and collection of recyclables is provided for in Section 3.2.02 of the Franchise Agreement.
20. The applicant is required to submit for review by the Solid Waste Manager an on-site recycling plan, which would be implemented during the entire demolition and construction phases. The plan must:
 - a. Show the anticipated start and completion dates of the project.
 - b. Estimate the quantities of construction and demolition waste that will be generated by the project.
 - c. Estimate the quantities of material that will be recycled and identify the facilities that will be used.
21. The applicant must ensure that construction and demolition debris is removed from the site by a licensed contractor as an incidental part of a total construction, remodeling, or demolition service offered by that contractor, rather than as a separately contracted or subcontracted hauling service using debris boxes, or is directly loaded onto a fixed body vehicle and hauled directly to a disposal facility that holds all applicable permits.
22. The applicant shall provide for adequate on-site storage capacity for recyclables within the buildings, including storage space for containers to store paper, glass/plastic/metal beverage containers, and other recyclables where these materials are generated.
23. The applicant shall ensure that the specifications of any compactor meet the approval of Waste Management.
24. The applicant must contact the City's franchised hauler, Waste Management of Alameda County, at 537-5500 to arrange for delivery of containers with sufficient capacity to store construction and demolition materials to be landfilled.

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